

MINUTES - PLACENTIA CULTURAL ARTS COMMISSION  
REGULAR MEETING OF JUNE 8, 2010  
COMMUNITY MEETING ROOM

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The regular meeting was called to order at 6:04 p.m.

**ROLL CALL** Present: Bullock, Dewey, Heaton, Lawrence, Mulroney, Stark  
Absent: Davis  
Staff: Mike Kudron, Community Services Manager

**PLEDGE OF ALLEGIANCE** – Commissioner Lawrence led the Commission on the Pledge of Allegiance.

**ORAL COMMUNICATIONS** – None in attendance.

**COMMISSIONER'S COMMENTS AND REPORTS** –

1. **Approval of Minutes** – May 11, 2010

The following corrections were noted: Item 2, first and last paragraph should be Redevelopment instead of Redeveloping; Item 4, second paragraph, should be Commissioner Bullock; Item 5, last paragraph, clarify that Mr. Castner, instead of "...he can be recognized at."

**MOTION** by Commissioner Stark to approve the minutes of May 11, 2010 as corrected; **SECOND** by Commissioner Dewey, **MOTION CARRIED 5-0-1-1** (Davis Absent, Heaton Abstained).

2. **Downtown Merchant Association** - Commissioner Stark reported that the main topic at the Merchant Association meeting is the Placentia Farmer's Market that is held on Saturdays from 9:00 a.m. to 1:00 p.m. Overall, the merchants are pleased with the results and the fact that graffiti and gang activity have not been a problem in the area. Commissioners that have attended the Farmer's Market agreed that the prices are very comparable with other cities and the produce is very fresh.

3. **Photo Contest** – Commissioner Stark provided an overview of the Photo Contest. There were 30 entries and close to 100 photos entered. The winners were selected in each category and during the Summer Registration held on Saturday, May 22, 2010, voting for the People's Choice took place. The winners were presented with certificates at the City Council meeting. Commissioner Mulroney stated that Staff Nathan England had been very helpful to the Subcommittee during the photo selection providing his photography expertise. A thank you note will be sent to Nathan on behalf of the Commission.

4. **Budget Updates** – Staff Kudron summarized briefly the City's current financial situation. The lower than expected revenues have once again created a deficit of \$3.6 million. In order to balance the budget, staff has presented to City Council a series of recommended cuts for their consideration. In addition, a list of further possible budget reductions, that were not part of staff's recommended cuts, was also presented to City Council. Some of the additional reductions affecting Community Services include:

reduction in hours for the Teen Center, eliminating Movies at the Park, elimination of summer park hours at the Samp & Vaqueros Parks, cancelling the Holiday Celebration, and reducing the budget for Concerts in the Park. Commissioner Lawrence stated that the Commission has worked so hard to put on these two events. Staff Kudron added that the Holiday Celebration has the potential to be funded by the Placentia Community Foundation or by seeking sponsors. City Council will make the final decision on the budget reductions.

5. **Concerts in the Park** - Commissioner Bullock asked if all the band contracts had been finalized. Staff Kudron mentioned that Staff Zambrano has been out of the office for a family emergency and he did not have this information. He reviewed the Cultural Arts fees that were included as part of the City's 2010 fee schedule. The fees related to Cultural Arts events include craft vendors fees of \$25 per concert or \$150 for 8 concerts, \$40 per concert for shaved ice/snow-cone vendors, and \$40 per concert for kettle corn vendors. The proposed fee of \$50 per concert for non-profit food vendors was not included in the fee resolution. This fee was removed because sponsorship for sound services valued at \$8,000 was secured for the 2010 Concerts in the Park Series. Additionally, the \$50 per concert fees was not well received by the non-profits due to lack of notice. The Commission discussed the possibility of revisiting and evaluating adding a fee for concert nonprofit food vendors next year. The \$8,000 sponsorship savings allowed staff to make the decision.

Staff Kudron talked about the \$3,800 that is currently in the Commission's trust & agency account built up through sponsorships. Some of the band payments in the past have been supplemented by using part of this money. Commissioner Heaton commented that there is a chance there will be three concert sponsors this year and it is a good thing there is money in reserves, if needed. Staff Kudron asked if the Commission agreed to move forward with limited weekly advertising in the News Times; the cost is \$200 for a weekly ad. It was agreed that the first and second concerts be advertised starting on June 24, 2010.

Commissioner Davis arrived at this time.

**MOTION** by Commissioner Heaton to advertise the first two concerts in the News Times; **SECOND** by Commissioner Bullock and **CARRIED by 6-0-0-1** (Davis Abstained).

Commissioner Lawrence asked that Commissioners indicate on the sheet she distributed the concerts that they will be attending. She is hoping to have at least two Commissioners at each concert. In order to add additional time for the craft and food vendors to sell, the starting time should be advertised at 5:30 p.m. A Commissioner will introduce the MC's at the beginning of each concert and will give a short description of what the CAPES program is all about. Commissioner Davis discussed that his sister will be donating the embroidery for the aprons and that additional aprons will be needed. They can be purchased on line. Staff Kudron will place the order for red aprons that will have white embroidery.

**MOTION** by Commissioner Davis to use no more than \$100 for the purchase of aprons; **SECOND** by Commissioner Heaton. **MOTION CARRIED** by a **7-0 VOICE VOTE**.

6. **Agenda Building and Meeting Schedule** – The Cultural Arts Commission will be dark during the months of July and August. Next meeting to be held on Tuesday, September 14, 2010 at 6:00 p.m.

**STAFF COMMENTS** – Staff Kudron will check on the status of Commissioners' shirts.

**ADJOURNMENT** - There being no further business, a **MOTION** by Commissioner Heaton to adjourn to the regular meeting on Tuesday, September 14, 2010 at 6:00 p.m., **SECOND** by Commissioner Stark, **MOTION CARRIED 7-0** The meeting adjourned at 7:05 p.m.

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Maria Elena Maurer, Recording Secretary  
Cultural Arts Commission